

## **ABSTRACT**

The present invention provides methods for improving the performance of a consumer wrinkle control composition by making the composition available to the consumer and providing information to the consumer concerning the use of the composition to control wrinkles in fabrics without the application of heat. Information may be provided by teaching educational elements and disseminating educational elements to consumers in an efficient, effective, and affordable manner as well as techniques for heightening consumer awareness of the product. The information that is provided to the consumer may concerns the use of the composition to remove or control wrinkles in fabrics without the application of heat, instructions for the proper use of the product, the product's effectiveness, the appearance of the fabric in the finished state after treatment, how the product can be incorporated into the consumer's everyday habits and lifestyles, additional non-wrinkle related benefits that may be achieved with the product and how the composition can be effectively and safely used by most members of the consumer's household. Also provided are methods for prolonging or extending the useful life of fabric items that require frequent and repeated laundering processes and that are prone to cause incremental damage to fabric fibers. The useful life of such fabric items is prolonged by enabling the item to be revitalized or renewed for rewear without laundering, thus reducing the number of launderings and the resulting damage to fabric fibers over a given period of time.